

The Mueller Record

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No. 38

A CASE OF SUBSTITUTION

Goods of Other Makes Being Sold As Mueller Goods.

One of our salesmen calls attention to the fact that he has recently come in contact with several cases of gross misrepresentation of our goods by jobbers.

At Carrington, N. D., he called on a plumber who said he was using our goods, having bought the same through a jobber. Examination of these goods by the salesman showed them to be the product of the Monarch Company. On the side of the curb cocks was a letter "M" or "Mon." The plumber had been using these goods under the belief that he was using Mueller High Grade brass goods. The salesman reported that he had come across a number of instances where similar misrepresentations had been made to our detriment and loss of business.

In one case they tried to put this game over on a water works superintendent who objected, whereupon they wanted him to take another line of goods. He advised them to fill his order with Mueller goods or cancel.

Competition such as this is manifestly unfair. It is more than that. It is downright business deception and business dishonesty. Not only is the customer deceived into believing that he is getting Mueller goods, but he is being led to the conclusion, which is inevitable when the goods fail to return adequate service, that Mueller goods are not what we claim they are. In this conclusion he is not to be blamed because he is ignorant of the facts, but we are nevertheless made innocent victims of the deception. Where the truth of such a transaction is not brought to light in time, it would be a difficult matter for us to effect a sale to a man who had been thus deceived. We would have to establish the fact that he had been deceived, and re-

move the bad impression gained of Mueller goods by reason of the inferior substitute having failed to yield good success.

All our goods bear our name—that's our trade mark. It's plainly stamped on the side. In some instances the old shield trade mark is used, that is "H.M." enclosed in a shield.

There are a lot of new men entering the trades all the time who are familiar with our goods in general as being the best quality made, but who are not familiar with our method of protecting them by stamping all goods as above indicated. The trade mark MUELLER appears in all advertising, yet it would be well for all our salesmen to impress it upon the trade. It can't be too well advertised. If any salesman at any time learns of a case of substitution he is instructed to give us the facts immediately.

We have no trade mark that in any way resembles the letter "M" or the abbreviation "Mon." It is easy enough therefore to distinguish between our goods and those of any other make. Salesmen should carefully investigate any case of substitution or attempted substitution and give us the facts at once. Competition of this kind is manifestly unfair. Any business man who has been made a victim of it is not apt to continue patronizing the person who has worked the game on him.



JOBBER DIFFERENTIAL.

In some territories we allow a slight differential to jobbers who carry a complete stock and sell our goods exclusively. No doubt there will be a little more competition in some particular territories where these jobbers are located. In no instances will we make delivery to jobbers' customers on direct shipments from us.

We want reports from our salesmen from time to time if they think the jobbers agreement is in any way injuring us.

Get the INITIAL Order

OLD FASHIONED QUALITIES

Some Things That Help Make a Successful Salesman.

Some salesmen wonder why they can't sell goods.

They want to sell them, they feel that they should sell them. They would like to be the top notcher of the force, instead of being one of the laggards in the rear. They wonder how the top notcher does it. He is not any smarter than they are, does not put up a better front, is not any more liberal and does not know the line any better, yet he gets there with the orders.

Column after column of guff has been written about salesmanship—the psychology of it, the method of approach, the argument, the closing which is supposed to clinch the sale, and all that kind of stuff, which hundreds of prize winning salesmen never heard about until the hired professional writers got busy with the dope pot.

Each and every one of these qualities possesses some merit, and possibly each and every salesman possesses some portion of these qualities unconsciously and they may assist him in making sales. The average salesman, however, is not conscious of the fact, because the average salesman does not know as much about psychology and the other scientific principles of salesmanship as a Sioux Indian does about table manners.

Some of the most successful salesmen on the road today would be flat failures if they tried to sell goods according to these prescriptions doled out by the professionals.

If most salesmen carefully, and fearlessly and honestly analyzed conditions they would solve the problem of their failure to sell goods. They would find that they don't use good old fashioned common sense in keeping after the trade, in letting the trade know that they are hot on the trail of the order. They don't show sincerity, perseverance and enthusiasm, and all the commonplace qualities of success which have made every big and successful man in every line.

Going after orders in a listless, half hearted, hope-I'll-get-it-but-don't-expect-to way makes a half salesman, and trying to apply the scientific principles without

the foundation of aggressive determination to win by downright, earnest hard work will never produce success.

The fundamental principles of good salesmanship are a bright, cheerful, but not effusive personality, a thorough knowledge of the goods, a deep seated consciousness that they are exactly as good as claimed, an honest conviction that it is to the customer's interest to use them, absolutely fair and square treatment of the customer, a willingness to work rainy days as well as bright days, and to keep on working, and above all the application of good, clear, business common-sense.

And the man who will religiously make these old time, thoroughly tested and proved up qualities a part of his daily life will not have to wonder why he can't sell goods and be a top notcher—he will sell them and be one.



SOME GOOD RESULTS

Frequently we note the good results accruing to this company because of addresses made at state conventions of plumbers.

That these talks to plumbers are appreciated and that they help point the way of doing a profitable business to him, there can be no doubt. The interest that is thus shown by the company in the welfare of the plumber can not help but make him feel that we are interested in him and he in turn is more friendly to us.

It is the expectation of the president of this company to make as many of these addresses next year as is possible for him to do.



Remember the INITIAL order.



GOOD WORK BY HARTE.

We are informed by H. J. Harte that the Board of Education of Pittsburg, has decided to use Mueller Self-closing Work and Mueller Compression Stop & Waste Cocks in all their new and repair work.

This is a mighty fine thing for us as the board will do a great deal of building in the next few years. Mr. Harte has done a good piece of work.

The INITIAL Order Pays

SARNIA LETTER

Under date of June 13th, Mr. Oscar writes as follows concerning the progress of the new plant at Sarnia:

"Sarnia, Ont., June 13, 1913.

"My Dear Wagenseller: We have so much to tell the readers of the MUELLER RECORD about the Canadian factory that we do not know just where to begin, but knowing that you are all interested, and wondering what we are doing here, perhaps wondering as to what progress we are making and why we do not go faster, etc., wish to state that it is a very easy matter to plan work of this nature, such as buildings, erection of machinery, etc., but it seems to be an entirely different problem to place orders for equipment intelligently, taking into consideration, first, what is desired in the way of equipment, and second, cost of same, and third (which has been the important factor here) the delivery.

"This question of delivery or service to the customers has been brought out very forcibly in connection with this work here, and we have often paid a greater price in order to get prompt delivery, and which therefore goes to show that what is true in our case is also true in regard to our customers of the H. Mueller Mfg. Co. Ltd.

"Another important factor has been the question of receiving goods which come from the States. Whenever possible we have bought our goods in Canada in order to avoid delay in clearing goods, as you must remember that we are at the port of entry to Canada, and have access to the custom house, and its officials. In fact, they are very much interested in our progress, and are anxious to see us in first class running order as soon as possible.

"This goes to show what the Canadian customers of the Mueller Company have been up against for years, and especially when manifests did not go forward as soon

as they should have, or were incorrectly gotten out. Then the inconvenience was even worse to the inland customer, who has no access to the custom house or its officials, except through correspondence. From the first we at once began to receive orders, inquiries and requests for goods from people with whom we had never done business before, and we must say that the outlook is extremely bright. The only question is to get to manufacturing at once the most staple goods.

"We have now been manufacturing in what we call our stock building for several months. In this building, as stated before, we have temporary power, same being a gas engine of sufficient capacity to run this building, but about the only thing we have been able to manufacture is Mueller Service Boxes, tools, etc., for our own manufactured product.

"On the 12th inst. the expert erector for M. W. Kellogg Company of New York started to erect pipe valves, and specialties, such as oil separators, exhaust head, drips, etc., also Mueller regulators, and various other supplies necessary for the power house. In the meantime, we have placed an order with the M. W. Kellogg Company for all pipe work for tunnels, which work is to be followed up after the completion of the power house. The work on the power house has been held up for weeks due to delivery of material, and first one thing and then another, but now it appears that we will be able to have our electric power throughout the entire plant within three weeks, or at the most four weeks from date. We can then start to manufacture in a formal way some of the staple brass goods, as now made by us in the States, gradually increasing the quantity and the variety according to the completion of the tools, patterns, etc., the latter of which we have a quantity completed by our Decatur factory.

Get the INITIAL Order

"The Boilers, Engines, and Generators have all been installed for some time, and practically all electric wiring except the connections to the various motors, which will easily be completed by the time that the piping has been completed in the power house. This will allow us to run the entire plant by electricity, and of course, as you possibly have been advised already, we have natural gas here, in abundance at a reasonable price. We have all our boilers equipped with this natural gas, and in case of emergency, they can be converted to the use of coal.

"All engines have been set up, belted, and connected for operation.

"Awaiting the completion of our power plant, and the completion of tools and patterns, necessary for manufacturing, we are ordering such goods as are necessary to fill orders from our customers from the factory at Decatur.

"We are pleased to advise you that there is the best of feeling and co-operation existing among the people here, and we are exceedingly thankful to state that outside of a few errors, we have the very best co-operation by the Decatur factory, the New York office, and Frisco, for our plant here. We surely need this co-operation, and will need a great deal of assistance from the United States factory, and its branches for some time to come.

Anyone reading this article that has any suggestions to make in any way, which would be of interest to us, will surely be appreciated, and while all ideas or suggestions might not always be adopted through the circumstances, there is nothing so encouraging as to realize that those for whom we are working, are interested in our success.

"Yours very truly,
"OSCAR."



ADVANCE CARDS

We still have a few of the picture post cards showing the factory and several pieces of goods.

These would make first class advance cards. It would be a decided change from those we have been using. Salesmen who desire to use these will be supplied.

THE NATIONAL PLUMBERS

The Annual Convention of the National Association of Master Plumbers was held in Philadelphia, June 17, 18 and 19. It was a great meeting in point of interest, attendance and enthusiasm.

Headquarters were at the Bellevue-Stratford Hotel. Business sessions were held in the ballroom of this magnificent building, while the exhibits were shown in the Red Room adjoining.

The arrangement had the effect of keeping the delegates and visitors about the hotel day and night, which was especially advantageous to the exhibitors.

The Bellevue-Stratford Hotel is one of the finest in the country, ranking with the Waldorf-Astoria, and some surprise had been manifested that a hotel of this class would entertain the plumbers.

This surprise gave way speedily to all who sized up the gathering. Members and representatives of our company attending this convention found it to be composed of first class, decorous, earnest business men. The public found this to be true also. We are pleased to state that the National Plumbers Association ranks favorably with any other similar organization of American business men. The public is realizing it. The public that saw and came in contact with the plumbers at Philadelphia realized it fully. They saw a lot of clean-cut business men, dressed in good taste, polite in their bearing and conversation—men who would be a credit to any line of business.

There was nothing boisterous, ill-mannerly or rude throughout the sessions. These men and women, looked, felt and acted as much at home in the Bellevue-Stratford as any other guest.

The plumber of today is a business man and a gentleman. Any one who thinks he is not should attend a National Convention and meet the big and the little together.

He will be compelled to admit that the plumber of today is entitled to rank alongside any other class of business or professional men.



SUMMER POSTCARD MOTTO.

A man's good intentions, when his wife is away, water no rubber plants.—Detroit Free Press.

The INITIAL Order Pays

TOM LEARY'S LETTER.

San Francisco Manager Gives Splendid Advice to His Salesmen.

T. F. Leary, General Manager of the Pacific Coast Branch, to whom all our salesmen refer with affection and pride, has issued a letter to his salesmen. It is good, and all salesmen can read it and get pointers which will benefit them. Here is the letter:

"We wrote you yesterday regarding the opening of this branch on this day. The Decatur office will shortly get out notices to all the trade in your territory advising them of the formal opening of this branch. When it was decided to establish a branch on the Pacific Coast, we expected to be ready to do business by January 1st of this year, but circumstances prevented this, and the first half of the year passed before the parent house could turn us adrift to shift for ourselves. But we have the last and best half of the year before us and while our start will be without ceremony, we intend with your assistance to make a "Gar-rison" finish and make good the expectations of the firm.

Every salesman has his own personal method or way of securing business and each one may obtain the same successful results although he does so in a way peculiar to himself. But there is one rule that all salesmen can observe to their advantage. This is the rule of thoroughness in soliciting business.

"I believe there will be an immense amount of work done on the Coast from now on, and while present competition is keen and it is a market for the cheaper line of goods, I firmly believe there will be a change in the near future. The man who is buying or building today is becoming better posted in the difference in quality of building material and construction. The methods of covering up cheap construction is no longer a secret of the speculative builder but is known to the public and those who are investing their money in buildings or leasing buildings are acquainting themselves with the quality of the material and work either through the advice of competent consulting engineers or through their own investigation, and the architects today are familiarizing themselves

with and taking more interest in the details of construction.

"Now it will be available for each salesman in arranging his trips to give himself sufficient time to cover each town thoroughly and make it a point to call on at least one architect every day, if possible, through introduction. Also cover the water and gas trade thoroughly as well as the plumbing trade, but I wouldn't depend too much on local information regarding plumbers, that is: the information you get voluntarily from one plumber concerning another, but make a personal investigation. We do not want to have any bad accounts but we do want to get in touch and open an account with every plumber if possible, who is entitled to credit. As stated before, the best way to get an audience with an architect is through introduction but if this is not convenient, the next best thing is to know of a job the architect is making plans and specifications for and approach him directly on this, but see him.

"I believe each salesman should be thorough, but politely persistent in his efforts to secure business but to so conduct himself in his manner of soliciting that he may leave a favorable and lasting impression upon those whom he calls on and to not overlook the fact that the success of this branch depends not only on the immediate business we secure but in building a steady, increasing business by way of establishing a reputation of clean dealing and quality of goods. I suggest that you depend mainly on our Rapidac and Self-closing work in the introduction and sale of our goods with the architects and plumbers. We will give you every assistance from this office."

**ADVANCE AND RETREAT.**

"Women are certainly trying hard to become man's equal."

"Oh, I think you wrong us. All the women I know seem ambitious to go forward rather than backward."—Houston Post.



Future Business Sprouts from INITIAL orders.

Get the INITIAL Order

VALUE OF INITIAL ORDERS

Your attention has at different times been called to the importance of securing the initial order from a city or water company for a tapping machine and brass goods.

Do you realize how important this is? Have you ever given the subject serious thought? Do you know what it means to the company and to you? Do you know that these orders mean future business at very small expense to us?

Here are two examples. Read them and think about them.

In 1912 one of our salesmen called in a small town of 6866 population. He called April 4th and got acquainted. He called again on August 18th and again on November 25th when he sold a machine and brass goods amounting to \$180.15.

Now note what follows. Since then we have received nine voluntary orders totaling \$765.51, and two orders taken by salesmen of \$180.57 which with the initial order of \$180.15 makes a grand total of \$1,126.23.

And all this business within a period of six months, and the bulk of it without a sales expense. This is profitable business. Undoubtedly due that INITIAL order.

Another case. Our salesman called in a town of 775 population July 27, 1912, and made quotation. On August 4th a machine was sold by mail, and since then we have sold the town \$182.02 worth of goods on seven volunteer orders—a total business in eleven months of \$248.70 on one visit by a salesman. Undoubtedly due to that same INITIAL order.

And that is not all. These towns will grow. They will need and use more brass goods as they do grow. By all rules of business we will get their orders. We have sold them good goods, we have treated them squarely. They are satisfied. This is the kind of business that pays. It's profitable because it is given us voluntarily.

Do not these facts make some of you salesmen who have been passing up small towns think? We want you to think and we want you to act. We want to get after this kind of business.

If you have entertained the idea that getting this business costs more than it is worth, dismiss it from your mind. You have been laboring under a mistake that is very expensive to us. The two instances cited prove it. Whenever you know of a prospective initial order get after it and get it. We want it. It means good, profitable, future business.

All over the country little towns from 500 up are installing water works. We are not getting our share of their business. It will be harder to get it later if some one gets the initial order. We may never get it, because that INITIAL order is as valuable an asset to our competitors as it is to us. All these small towns grow. As they grow their needs are greater. This means more business in future years. We want it. We must have it. You MUST get it.

We want to impress on your mind most emphatically that you must not overlook these INITIAL orders. Get after them every time. If the cost of getting it seems greater than the business is worth remember that future business will more than make up for it.



Future Business Sprouts from INITIAL orders.



FAMILIAR MIRACLES.

It is a great moment in a man's experience when he awakes to the wonder of the world about him, and begins to see it with his own eyes, and to feel afresh its subtle and penetrating charm. From that moment the familiar earth and sky become miracles once more.—Hamilton Wright Mabie.

The INITIAL Order Pays

THE JUNE CONTEST.

East Produces Three Winners Against One in the Far West.

The June contest makes the following showing:

Rapidac—G. A. Caldwell, prize winner; J. H. McCormick, second; H. J. Harte, third.

Ferrules—W. L. Jett, prize winner; C. H. DuBois, second; C. J. G. Haas, third.

Self-Closing—C. T. Ford, prize winner; E. B. Cameron, second; H. F. Clark, third.

Water Services—R. M. Hastings, prize winner; S. Thornton, second; the following were tied for third: C. T. Ford, M. T. Whitney, D. E. Rowley.

The detail of the contest is shown in the following table:

SALESMAN	Rapidac	Ferrules	Self-closing	Gas Curbs and Boxes	Water Services
D. J. Mueller....	9	24	36	0	0
E. B. Cameron ..	0	23	0	0	0
H. F. Clark	0	0	0	0	0
P. W. Scribner ..	35	30	205	0	44
W. B. Ford	32	100	168	0	0
E. G. Ince	0	0	14	0	0
H. G. Miller.....	2	86	0	0	0
E. E. Pedlow.....	35	0	92	0	0
J. H. McCormick	160	0	0	0	42
C. H. DuBois....	6	246	7	0	8
D. E. Rowley	78	24	69	0	50
T. E. Beck	54	0	6	0	36
H. J. Harte	109	0	6	0	36
E. S. Stebbins..	24	100	75	0	25
F. L. Hays, Jr....	12	12	122	0	25
M. T. Whitney... 16	0	216	0	0	50
R. M. O'Rourke.. 4	0	8	0	0	0
L. M. Cash.....	47	0	0	0	3
S. Thornton.....	47	28	27	0	100
James Smith....	23	0	57	0	0
L. A. Bland.....	80	0	2	0	0
W. C. Heinrichs.. 0	0	0	0	0	0
T. F. Leary.....	16	0	0	0	0
W. L. Jett.....	42	893	0	0	0
C. J. G. Haas....	0	180	0	0	0
G. A. Caldwell... 449	0	12	74	0	0
W. N. Fairfield.. 7	0	33	34	0	0
R. M. Hastings.. 89	0	12	30	0	177
R. H. Powers.... 14	0	0	0	0	0
W. F. Hennessy.. 12	0	0	0	0	0
N. E. Sippell.... 4	24	0	0	0	0
W. F. McCarthy.. 5	0	0	13	0	0
C. T. Ford.....	1	12	430	0	50
C. J. Tranter....	26	0	1	0	0
Total	1438	1841	1692	0	646

Not a single salesman scored a sale in the gas goods scheduled for the contest. It seems strange to us that this should be so. It certainly looks to us as if some one of our salesmen should make a sale of gas goods.

This is the second month this has happened. Has it ever occurred to any of you that here is a great chance for winning a prize? Appearances would indi-

cate that the gas goods are being neglected. Why can't some live salesman open his eyes to this fact and concentrate on gas goods while the rest are neglecting them. Looks like easy money.

✦
Get the INITIAL order.

✦
SEAMLESS BRASS TUBING.

Brazed Tubing Is Sometimes Used as a Substitute.

The question of seamless brass tubing was the subject of recent correspondence and developed some facts which indicate why some competitors can quote lower prices on supplies, etc., than we can.

They don't use seamless tubing. That's the secret in a nutshell. One of the biggest competitors in specialties uses brazed tubing and it passes to the trade as seamless. We hear, however, that this company is considering the adoption of seamless tubing.

A company using brazed tubing takes a big risk because the fact is likely to develop at any time. Unless there is a thoroughly good job of brazing a pipe is likely to burst at any time. Any weak spot in the brazing may give way. Seamless tubing is a drawn material. It is as strong one place as another. There is no danger of it splitting. We use it and know that we are using the best, but of course could not compete with brazed tubing.

A brazed pipe after it has been nickel plated might easily pass for seamless tubing with a man not familiar with the two classes of pipes.

The fact that it is used extensively is pretty good ground for the belief that it is being sold as seamless tubing.

✦
DIFFERENT SOUND.

The Buffalo Commercial tells of a speaker addressing a group of college students, who said: "We are all very fond of calling ourselves agnostics, which is a very high-sounding Greek word; but we do not relish the name so well when it is translated into the Latin ignoramus."

✦
Future Business Sprouts from INITIAL orders.

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LIGHT WEIGHT MACHINES

Arguments Being Put Forth by Competitors Concerning Tapping Machines.

Some manufacturers have recently been putting great stress on their tapping machines, urging them to the trade because of their lightness. We should by forceful argument knock out these sales and secure the adoption of our machine every time.

A light weight tapping machine will condemn itself with any one who knows of the requirements of the work of tapping. It won't stand up and do the work. Tapping mains is no child's play. It is a work, demanding a good, strong machine and well tempered tools. There is a tremendous strain on machine and tools every time a tap is made. If they be light or of poor material they cannot stand up against this strain. But it is not necessary to have a big bulky unwieldy machine, which cannot be easily handled by one man. Bulk does not mean strength. It is the properly proportioned materials and the method of construction which gives to a tapping machine the requisite strength, weight and durability for tapping. And just so much weight is necessary to secure a perfect machine. We know this. We know more about it than any other manufacturers. We have made tapping machines for years, have been through the mill of experience and know precisely what is needed.

With such a machine and so many strong, convincing and irrefutable talking points it does seem to us that we should not lose a single order. Some of our competitors also state that their tools have iron pipe thread, which is a regular thread, and that the Mueller machine is not only heavy but has corporation cock threaded tools, or special thread, and our competitors state that if they buy our machine it will necessitate purchasing special threaded corporation cocks. Sometimes the trade believes the story. In some cases the competitors make the trade believe that the iron pipe thread is standard, where Mueller is special. Now the fact is, the reverse is true. From 90 to 95% of the cities in the United States use Mueller Standard threaded tools, either for our machine or for other machines. There are not to exceed probably 10% of all other machines

used having iron pipe threaded tools. Thirty or forty years ago iron pipe threaded tools were standard, but it is not a practical thread to use on corporation cocks, as you could not get the opening in the cock, and have the cock strong enough to stand the strain which corporation cocks are subjected to. Some 25 years ago one of the great complaints was about corporation cocks breaking off between the thread and the body of the cock, and the sole cause of that trouble was because iron pipe threaded cocks were used and there was not enough metal to make the cock strong enough to bear the strain.

The very point that these competitors are putting forth as an advantage is in reality a disadvantage. Our salesmen should study this question and be prepared to combat any such argument they may encounter.

The Mueller machine has just enough weight to resist the heavy strain of tapping mains. A machine that has less is not fitted for the work and a machine that has more possesses no advantage because the extra weight is useless.



Remember the INITIAL order.



SLEEVES AND VALVES

Sleeves and Valves are carried in stock in the following sizes:

- 2 2-in. valves to open to right.
- 2 2-in. valves to open to left.
- 3 4-in. valves to open to right.
- 3 4-in. valves to open to left.
- 1 6-in. valve to open to right.
- 3 6-in. valves to open to left.
- 1 8-in. valve to open to right.
- 1 8-in. valve to open to left.
- 1 4x2 sleeve.
- 4 4x4 sleeves.
- 6 6x4 sleeves.
- 6 6x6 sleeves.
- 3 8x4 sleeves.
- 2 8x6 sleeves.
- 1 10x4 sleeve.
- 1 10x6 sleeve.
- 1 10x8 sleeve.
- 1 12x4 sleeve.
- 2 12x6 sleeves.
- 1 12x8 sleeve.
- 1 16x6 sleeve.

The INITIAL Order Pays

OUR OLD AUTOMOBILE.

Prominent Manufacturer Recalls First Road Race Ever Run.

The fact that we had one of the first automobiles in the United States and that it competed and won the first road race ever run, is a matter of automobile history. It is a good thing to let the trade know. It shows that we are quick to pick up anything new which promises to be a good thing and that we are progressive.

The following article taken from the Decatur Daily Herald of July 3rd, shows that our pioneer days in automobiling have not been forgotten:

"Where's Oscar Mueller?" were the first words of a sturdy thickset man whose hair was almost white, but whose moustache below handsome, kindly eyes, showed barely a trace of gray. The speaker entered the Herald office yesterday afternoon, clad in his travel stained khaki suit and for ten minutes Elwood Haynes, inventor of the automobile, and one of the most successful manufacturers in the world, stood and chatted about the famous Times-Herald race in 1895 and the part the Muellers had in it with their old Benz car. "I remember very well," said Mr. Haynes, "that Oscar Mueller was taken ill during the race and that C. B. King had to drive the car to the finish. We had two cars in the contest, but had hard luck. The car tracks took the wheels completely off one of them."

Tells of First Auto.

Mr. Haynes has his home in Kokomo, the home of the Haynes car, and sticks pretty close to the manufacturing end. "That first automobile, said Mr. Haynes," was propelled by a boat engine. We bought the engine, but constructed the remainder of the car ourselves with the exception of one or two minor parts. It will be nineteen years ago next Thursday that we made our first trip. I began work on it in '93, but it was not until the following year that we finished it. The first run was seventy miles. The car is now in the Smithsonian institution in Washington.

Asked as to the present tendency in manufacturing, Mr. Haynes said that he expected to see some cars still further reduced in price.

Danger in Further Reduction.

"A good car can be made for \$1,000, some are being made at that price," he said. "Ford is turning out machines at less, and we all wonder how he does it, but it is practically impossible to get cars much lower and still retain the high standards in materials and workmanship."

Mr. Haynes was one of the first contributors to the Lincoln highway funds, and is enthusiastic over the present trip to the coast of the Indiana motorists.



Future Business Sprouts from INITIAL orders.



SAME VOLUME OF BUSINESSES.

The Sarnia factory took over the Canadian business June 1st and the San Francisco branch started on its way re-joining July 1st. This removes a considerable portion of territory formerly worked through the Decatur and New York offices.

However, it still leaves a big territory for us to work and we must work it hard.

From the remainder left us we expect to secure as much business as we did before the division was made. We are confident that we can do it if the proper effort is put forth.

It means that we have got to hustle and every salesman, every person connected with the business is advised to keep this idea in mind.

This recent expansion in business has been an expensive proposition and we must make up for it in a greater volume of business. It can be done through earnest, efficient and active co-operation.

We ought, in the territory left us, work it so thoroughly that the volume of business will equal the volume secured before the division was made.



DOING THEIR PART

"When people laugh aloud it is a pretty sure sign they are amused, isn't it?"

"Not always," replied the sad-eyed comedian. "Sometimes they are merely making an effort to convince themselves that they haven't wasted their money."—Washington Star.

Get the INITIAL Order

RECENT ORDERS.

From the Reliable Plumbing & Heating Co., of Champaign, Ill., through C. H. DuBois, for 18 D-11710, 12 D-11903 and 6 D-12914 to be installed in the Kirkpatrick Flats at Champaign.

From the Donald Miller Company of Detroit, Mich., through E. B. Cameron, 24 D-11902 to be installed in the Taggart-Schmide Building at Detroit.

From James J. Joyce of Tulsa, Okla., through F. L. Hays, Jr., for 100 D-11901, 12 D-8794, 12 D-25111, 6 D-11703 and 6 ½" Flanges for the same, to be installed in the Daniels Apartments at Tulsa.

From the Watt Plumbing Co., of Tulsa, Okla., through F. L. Hays, Jr., for 134 D-11901, 4 ½" D-11703 and 4 ½" Flanges for the same.

From King Bros., of Columbia, Mo., through E. E. Pedlow, for 12 D-12902 and 24 D-25026 to be installed in the Dr. Smith flat at Columbia.

From Krueger Plmbg. & Htg. Co., of Butte, Mont., through P. W. Scribner, for 200 D-11902 and 23 D-9440, to be installed in the Grand Hotel.

From the Southern California Gas Co., of Los Angeles, Cal., through W. L. Jett, for 2,000 of D-14703, 500 D-14706, 200 D-14708 Service Clamps.

From E. P. Butler of Tuscaloosa, Ala., through W. B. Ford, for 12 D-11901 and 12 D-25003, to be installed in the McLester Hotel.

From A. Dussell & Son of Columbus, Neb., through E. S. Stebbins, for 100 D-11902, to be installed in the Indian School at Genoa, Neb.

From Polacheck & Johnson of West Allis, Wis., through James Smith, for 10 D-12901 and 50 D-25047, to be installed in the Washington School of West Allis.

From the Bolles Company of Seattle, Wash., for 36 D-12901 for shipment to Alaska.

From B. Grumwald, Omaha, Nebraska, through E. S. Stebbins, for 20 D-8644, 11 D-8635, 32 D-25176 and some lengths of tubing for installation in the high school at Boise, Idaho.



Remember the INITIAL order.

CHEERING WORDS.

Mr. A. A. Chisholm, architect, of Fort Smith, Ark., speaks in flattering terms of Mueller goods. He says:

"I have received your sample of 'Rapidac' basin cock several days ago and will place it on my office lavatory and give it a thorough test out. However, I can see from the make of the cock that it will stand the test all right.

"I am not unacquainted with your goods, having used them in a number of jobs which I have had done by the local plumbers, and have always found them uniformly satisfactory.

"Thanking you for the sample, I remain.

"Yours truly,

(signed) "A. C. CHISHOLM."



ANOTHER TALKING POINT.

J. H. McCormick supplies another good talking point for Mueller Repair Lids, sending in the following newspaper item:

Gets Foot Into It.

"New York, July 8.—It took Johnnie Inselberg, seven, only a few seconds to thrust one foot into a sidewalk gas shutoff to sound its depth. It took workmen two hours to remove a section of pipe and release him."



HAD TO TEAR UP STREET.

This item was taken from the Chicago Journal of May 15:

"Russell Hern, 2 years old, 1952 West Huron street, while walking with his parents, stepped into an open water shutoff in a sidewalk in front of 1901 West Chicago avenue, and was held a prisoner for an hour. His foot became wedged so tightly that efforts to release him by cutting his shoe were unsuccessful and Policeman James Mullins of the West Chicago avenue station was compelled to chop the cement and break the iron shutoff. The boy's left ankle was sprained.



NEW MAUSOLEUM.

The Mueller Mausoleum in Greenwood Cemetery has been completed and the bodies of the late Hieronymus Mueller and wife have been removed thereto.

The INITIAL ORDER Pays

INFORMATION WANTED.

We want information concerning an inverted key curb cock for gas companies. This cock was made special with a sort of ball in the bottom cap and the key made to fit over same. As we remember it there was a spring in the body to hold the ball against the key. We think this cock was made for Southern patrons but in this we may be mistaken.

Any salesman who can give us information about this cock will please do so at once.

✠
OFFICE CHANGES.

W. E. Knotts, accompanied by his wife, has gone to San Francisco, where he will begin his duties as assistant to Manager T. F. Leary.

A. E. Saylor of the Upkeep Stock Dept. in the Decatur office, will shortly leave for San Francisco to take a position in the office there.

✠
VACATION LETTERS.

We will send letters to the different salesmen before they start on their vacations, advising the trade that they are going to take their vacation. Salesmen will sign these letters and mail them to the trade from their headquarters town.

✠
GOING TO IRELAND.

W. B. Ford, accompanied by his sister, Miss Kate Ford, sailed for Ireland the week of July 14th. They are going there to visit relatives, and will visit other points of interest while abroad.

✠
GOING TO YALE.

Everett Mueller, who has completed his preparatory work at the Tomes School, Ft. Deposit, Md., is working in the Sales Department during vacation. He will enter Yale this fall.

✠
"UP THE STREET."

The Polite Policeman—If you have no license you will have to accompany me.

The Polite Street Musician—With pleasure, sir. What do you wish to sing?—Chicago News.

HIS LAST HOPE.

The assertion that one out of every 200 of the voters for Woodrow Wilson had applied to him for office reminded Senator Bourne of an office-seeking story. "There was once a President," said Senator Bourne, "who received, early in his administration, a letter which proved to him that there is no such thing as discouraging an office-seeker. This letter said: 'Dear Mr. President—I understand you are going to take a month off to destroy the big mountain of letters asking you for jobs. If everything else is gone, I would like the job of destroying those letters.'—Buffalo Commercial.

✠
MOTORCYCLE TRIP.

R. H. Mueller, son of Phil Mueller, has taken a position with the Sarnia factory. Bobbie made the trip from Decatur on his motorcycle. He left here Thursday, June 19th, and reached Sarnia on Tuesday, June 24th at 10:00 A. M. He was laid up one day at Plymouth, Ind., by rain. Otherwise the trip was uneventful except a good scorching which ultimately relieved Bobbie of a considerable portion of his hide.

He got to Sarnia in time to hear the first blast of the factory whistle which was blown on June 28th.

✠
CLERKS OF YESTERDAY.

What has become of the old-fashioned dry goods clerk who used to carry the bolt of dress goods out on the sidewalk so the lady customer could get the sunlight effect?—Cleveland Plain Dealer.

✠
INCOMPETENT.

"Why these pouts?"

"Look at this press notice," stormed the actress.

"The critic speaks highly of your genius."

"And never mentions my gowns!"

✠
START OVER AGAIN.

He and she arrived in the fifth inning.

He (to a fan)—What's the score?

Fan—Nothing to nothing.

She—Goody! We haven't missed a thing.

—Illinois Siren.

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